

AMENDMENT TO THE CLAIMS

1. (Currently amended) A method, comprising:
receiving customer information at a processing device;
identifying a query based at least in part on the customer information;
prompting, in the case that a timing condition associated with a merchant is
satisfied, an attendant to present the query;
receiving a verbal response to the query; and
analyzing, by the processing device, the verbal response.
2. (Cancelled)
3. (Original) The method of claim 1, further comprising:
identifying at least a second query;
outputting an indication of the at least second query; and
receiving a second verbal response.
4. (Original) The method of claim 3, further comprising:
analyzing the second verbal response.
5. (Original) The method of claim 1, wherein the customer information includes
transaction information.
6. (Original) The method of claim 5, wherein the transaction information includes
information indicating that a purchase transaction is complete.
7. (Original) The method of claim 5, wherein the transaction information includes
information identifying the start of a purchase transaction.
8. (Original) The method of claim 5, wherein the transaction information includes
information from a current transaction.

9. (Previously Presented) The method of claim 5, wherein the identifying of the query is based at least in part on transaction information from a previous transaction.
10. (Currently amended) The method of claim 5, wherein the identifying of the query is based at least in part on customer information unrelated to the transaction information.
11. (Previously Presented) The method of claim 1, wherein the identifying of the query is based at least in part on customer information identifying a particular customer.
12. (Previously Presented) The method of claim 11, wherein the customer information identifying a particular customer is identified by the attendant.
13. (Previously Presented) The method of claim 1, wherein the identifying of the query is based at least in part on an authority level of the attendant.
14. (Original) The method of claim 5, wherein the transaction information includes at least one of: (i) a type of transaction; (ii) an identity of the customer; (iii) a time; (iv) a price; (v) a purchased item; (vi) an environmental condition; (vii) employee information; and (viii) collected survey data.
15. (Currently amended) The method of claim [[2]] 1, wherein the analyzing comprises:
 - generating output data based on the verbal response to the query; and
 - categorizing the output data.
16. (Original) The method of claim 15, further comprising:
 - identifying a second query based on categorizing the output data;
 - prompting an attendant to present the second query; and
 - receiving a verbal response to the second query.

17. (Original) The method of claim 16, further comprising:
analyzing the verbal response to the second query.
18. (Original) The method of claim 16, wherein analyzing the response to the second query comprises:
generating second output data based on the verbal response to the second query;
and
categorizing the second output data.
19. (Previously Presented) The method of claim 1, further comprising:
identifying the attendant.
20. (Currently amended) The method of claim 1, further comprising:
analyzing by the processing device, if the attendant properly presented the query.
21. (Original) The method of claim 1, wherein receiving customer information is performed using a portable computing device.
22. (Original) The method of claim 1, wherein receiving customer information is performed using a point-of-sale processing device.
23. (Original) The method of claim 1, wherein receiving a response to the query comprises selectively recording the verbal response.
24. (Original) The method of claim 1, further comprising:
determining an offer, the offer determined based at least in part on the verbal response; and
presenting the offer.
- 25-26. (Cancelled)

27. (Original) The method of claim 15, further comprising:
identifying a remediation response based on the verbal response to the query; and
instructing an attendant to present the remediation response.
28. (Currently amended) The method of claim 20, further comprising:
compensating the attendant for properly presenting the query, wherein the compensation is different than a standard compensation associated with the attendant.
29. (Currently amended) The method of claim 27, further comprising:
analyzing, by the processing device, if the attendant properly presented the remediation response; and
compensating the attendant for properly presenting the remediation response.
30. (Currently amended) A method, comprising:
receiving first information at a processing device associated with a merchant;
identifying at least a first query based at least in part on the first information;
determining whether the at least one query satisfies a timing condition associated with the merchant;
prompting, in the case that the at least one query is determined to satisfy the timing condition, an attendant to present the at least first query;
rewarding the attendant in the case that it is determined that the attendant properly presents the at least first query;
receiving a customer response to the at least first query; and
categorizing the customer response.
- 31-32. (Cancelled)
33. (Currently amended) A medium storing instructions adapted to be executed by a processor to perform a method for conducting a survey, the method comprising:
receiving customer information;
identifying a survey question based at least in part on the customer information;

prompting an attendant to verbally present the survey question to the customer;
determining that the survey question is properly verbally presented by the attendant;

receiving a response to the survey question; and
analyzing the verbal response.

34. (Cancelled)

35. (Currently amended) A method, comprising:

receiving, at a processing device, ~~first information from a customer, the first information including at least information~~ an indication of a Universal Product Code (UPC) identifying a ~~first~~ product;

selecting a query based at least in part on the ~~information~~ UPC identifying the ~~first~~ product;

prompting an attendant to present the query to the customer;
rewarding the attendant in the case that it is determined that the attendant properly presents the query to the customer;

receiving a verbal response from the customer;
analyzing the verbal response to determine if a remediation response is required;
and

instructing, in the case that it is determined that the remediation response is required, the attendant to perform the remediation response.

36. (Currently amended) The method of claim 1, wherein the timing condition identifying of the query comprises one or more of: (i) a condition based on a time of day; (ii) a condition based on a day of the week; (iii) a condition based on a time of the month; and (iv) a condition based on a time of the year

~~determining that the query satisfies a timing condition associated with a merchant.~~

37. (New) The method of claim 1, wherein the timing condition comprises a condition based on a current weather condition.

38. (New) The method of claim 1, wherein the timing condition comprises one or more of: (i) a condition based on an expected sales volume of the merchant; (ii) a condition based on an actual sales volume of the merchant; (iii) a condition based on an expected service time at the merchant; (iv) a condition based on an actual service time at the merchant; (v) a condition based on customer traffic at the merchant.
39. (New) The method of claim 1, wherein the identifying of the query is further based at least in part on the timing condition.
40. (New) The method of claim 30, wherein the rewarding comprises:
crediting an amount to an employee account associated with the attendant.
41. (New) The medium of claim 33, wherein the determining that the survey question is properly verbally presented by the attendant comprises:
recording a utterance of the attendant; and
analyzing the recording to determined if the utterance indicates that the survey question was properly presented.
42. (New) The method of claim 35, further comprising:
determining, based at least in part on the verbal response of the customer, the remediation response.
43. (New) The method of claim 42, wherein the determining of the remediation response is further based at least in part on a tone associated with the verbal response of the customer.
44. (New) The method of claim 35, wherein the remediation response comprises one or more of: (i) an expression of thanks; (ii) an apology; (iii) a providing of a benefit; and (iv) a dispatch of assistance.

45. (New) A method, comprising:
receiving, by a processing device, customer information associated with a customer;
selecting, based at least in part on the customer information, a survey question from a plurality of available survey questions;
prompting an attendant to present the survey question to the customer;
recording a verbal response to the survey question;
analyzing, by the processing device, the verbal response; and
categorizing, based on the analyzing of the verbal response, the verbal response.
46. (New) The method of claim 45, wherein the categorizing of the verbal response comprises:
determining a plurality of merchant-defined categories; and
associating, based at least in part on the analyzing of the verbal response, one or more of the merchant-defined categories with the verbal response.
47. (New) The method of claim 45, wherein the categorizing of the verbal response comprises:
determining a tone associated with the verbal response; and
categorizing the verbal response based on the tone associated with the verbal response.
48. (New) The method of claim 45, wherein the survey question comprises one or more of: (i) a question associated with a quality of service experienced by the customer; (ii) a question associated with a shopping experience of the customer; and (iii) a question associated with a physical condition of a store.
49. (New) The method of claim 45, further comprising:
determining, based on the categorizing of the verbal response, a remediation response; and
prompting the attendant to perform the remediation response.